

FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 7, 1997

Chairman Reed Hundt and Commissioners
% Federal Comm. Commission
1919 M. Street N.W. Room 222
Washington, D.C. 20554

Re: CS Docket No. 97-55 FCC 97-38

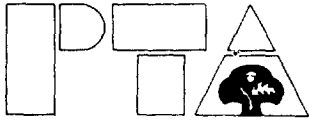
Dear Sirs,

Longwood Elementary PTA would like to add our voice to concerns over the proposed v-chip rating system. Our concern is that this system does not provide parents with sufficient information by which to guide their children's television viewing. Parents need more information on the specific content. We as parents do not want the TV industry to interpret what is best for our children - we want to make our own informed choices for the children.

I thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Sharon of Rousey, Longwood PTA



FLORIDA CONGRESS OF PARENTS AND TEACHERS

CS97-53

April 7, 1997

Chairman Reed Hundt & Commissioners,

On behalf of Lyman High School PTSA I would like to voice my opposition regarding the proposed V Chip rating system presented by Mr. Jack Valenti. This does not provide parents with sufficient information by which to guide children's TV viewing. I would like to see more information on content regarding violence, sex & language. The rating icon should be more visible, the icon should be shown more often during the program and it should be placed more prominently.

Thank you for your time and the opportunity to comment on this issue.

Sincerely
Rhonda Moore
Lyman High School PTSA
1430 Queen Elaine Dr.
Coral Gables, FL
32707

April 5, 1997

**Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554**

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

As the National PTA Vice President for Programs, I am writing to share my opposition to the v-chip rating system currently being utilized by the television industry. As indicated in the survey conducted this last fall by the National PTA, parents stated that they do not want the television industry to interpret what is best for their children. Parents want a system that allows them to judge what program content is acceptable for their own children. The current age-based rating system does not provide sufficient information for parents to make informed decisions since content descriptors are not included nor does the rating system indicate the reason a program was rated a particular way.

The National PTA was supportive of the Telecommunications Act of 1996. We now ask you to be responsive to the requests of American families and implement a television rating system that will give parents and caregivers the tools necessary to make choices based on specific content information.

Sincerely,


Ginny Markell
Clackamas, Oregon

Schaefer Middle School PTA
Debra L. Hilliard
1578 Lexington Ave.
Springfield, OH 45505

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Schaefer PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

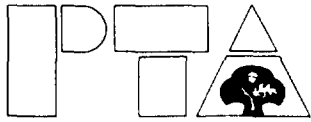
The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Debra L. Hilliard
Schaefer Middle School PTA President
Springfield, OH



FLORIDA CONGRESS OF PARENTS AND TEACHERS

0597-55

4/7/97

~~Dear Commissioner Hunt,~~

Dear Commissioner Hunt,

As a PTA member and a mother I find the current rating system to be woefully inadequate. Parents need to know more about the programs than a simple logo can give us. Basically we need a content-based system.

Any system must be on the screen with a greater frequency. Not all programs are watched from the beginning, so whatever is used needs to be flashed regularly.

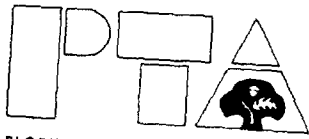
Thank you for your time.

Sincerely yours,

Wendy Green

199 Palm Ave
Miami Beach, FL 33139

Miami Beach High PTA
Miami Beach, FL



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 7, 1997

Chairman Reed Hundt & Commissioner
40 Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt & Commissioner:

RE CS Docket #97-55, FCC 97-34

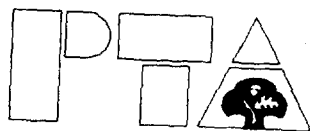
On behalf of Duval PTA, I would like to express my opposition to the proposed V-chip rating system as presented in January, 1997 by Jack Valente & the TV Rating Implementation Group. I feel that not enough information is given to parents. (1) ratings should not be done by the program (2) ratings need to be shown at regular intervals during the program, not at just the beginning.

I support a system based on content, one that supplies more information so parents can make an informed decision. The rating system should be independent of the industry, with parental input.

Thank you for your consideration of this matter and for keeping our children's best interest as a

top priority

Sincerely, Irene Luskman
10830 Jena Drive
Jacksonville, Florida
32246



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 7, 1997

Chairman Reed Hundt & Commissioners
U.S. Federal Communications Commission
1919 M. Street N.W., Room 222
Washington D.C. 20554

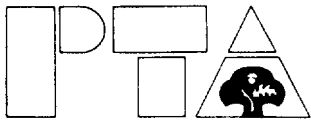
RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners,

On behalf of the Kate Sullivan Elementary School PTA, I would like to express the concerns of parents regarding the proposed V-chip rating system as presented by Mr. Jack Valenti in January 1997. This system does not provide parents with sufficient information to guide their children's television viewing. Parents want to make informed choices for their children based on specific, content based TV ratings.

We strongly believe that the FCC should not approve the rating system proposed by the television industry. Furthermore, parents should be in designing a rating system.

Thank you for considering our views on this issue of critical importance to children and parents.
Sincerely,



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 7, 1997

Chairman Reed Hundt & Commissioners
 c/o Federal Communications Commission
 1914 M Street NW, Room 222
 Washington, D.C. 20554

Dear Chairman Hundt & Commissioners.

I am a Board member of the Belcher Elementary PTA, and I wish to express my opposition to the proposed V-chip rating system as presented by Mr. Jack Valenti and the TV Rating Implementation Group in January, 1997. This system does not provide parents with sufficient information by which to guide their children's television viewing.

While I support a system based on content and information, I request the FCC not to approve the rating system as proposed by the television industry. The rating system should be independent of the industry and its must be designed to meet the needs of parents.

Thank you for this opportunity to offer my position on this issue that is important to children & families.

Sincerely,

Mary E. White

Belcher Elementary PTA
 1839 South Belcher Road
 Clearwater, Florida 34624



FLORIDA CONGRESS OF PARENTS AND TEACHERS

2273 Keystone Blvd.
North Miami, FL
33181

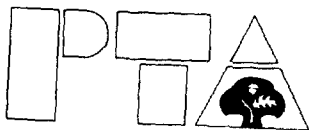
April 7, 1997

Chairman Reed Hundt
and Commissioners
c/o Federal Communication Commission
1919 M Street NW Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:
RE: CS Docket No. 97-55, FCC 97-34

On behalf of Florida PTA and Dade County PTA, I would like to express my concerns about FCC and the TV Ratings System. The system presently being used does not give enough information for responsible parents to use for their evaluation. Your inclusion of National PTA and parents around the country needs to be adopted. Grassroots input is essential.

I support a system based on content. As an educator, I am extremely concerned about the language used on many primetime programming segments. The media is modeling unacceptable and inappropriate behavior. Thank you, in behalf of children and youth.



FLORIDA CONGRESS OF PARENTS AND TEACHERS

DIANE FITZSIMMONS
2512 ABRAO AVENUE
COCONUT CREEK, FL. 33133
(305) 854-3842
FAX (305) 854-2068

April 6, 1997

Chairman Reed Hundt and Commissioners
40 Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

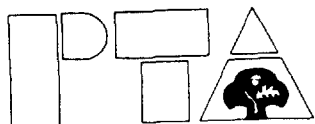
Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

On behalf of Coconut Creek Elementary School PTA, I would like to voice my opposition to the proposed V-Chip rating system as presented by Mr. Greg Valenti and the TV Rating Implementation Group in January 1997. This system does not provide parents with sufficient information by which to guide their children's television viewing. We need more information on the specific content of TV programs.

We do support a system based on content and request the FCC not to approve the rating system as proposed by the television industry. Furthermore, the ratings system approved by FCC should clearly designate program content with a V (Violence), S (sexual depiction), and L (Language). The rating icon should be more visible, should appear more frequently and be more prominently placed.

I thank you for the opportunity to comment on our



FLORIDA CONGRESS OF PARENTS AND TEACHERS

CS 97-55

1090 31st Ave

Vero Beach Fl. 32960

April 7, 1997

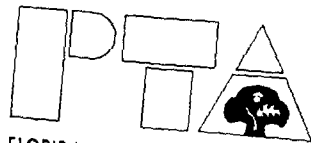
Chairman Reed Hundt and Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington D.C. 20554

Dear Chairman Hundt and Commissioners:

I am writing to you to express my concern about the V-chip rating system developed by the T.V. Rating Implementation Group (Jan. '97). The parents of Glendale Elementary PTA request that the FCC provide parents with more information of program content: sexual situations, violence or language. The rating needs to be more visible and needs to appear at intervals throughout the program. Parents, independent of the T.V. industry, need to be involved in the development.

Thank you for your consideration to our requests.

Sincerely,
Mrs. Mary Thomas,



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 7, 1997

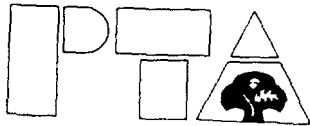
Chairman Reed Hundt and Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington D.C. 20554

Dear Chairman Hundt and Commissioners:

R.E. CS Docket No. 97-55, FCC 97-34

On behalf of Timbercrest Elementary PTA in Volusia County Florida I would like to express my concerns regarding the proposed v-chip rating system as presented by Mr. Jack Valenti and the TV Rating Implementation Group in January 1997. While I appreciate the intent the system does not provide parents with sufficient information by which to guide their children's television viewing.

I support a system based on content and request the FCC not to approve the rating system as proposed by the television industry. Furthermore the rating icon on the screen should be more visible, appear more frequently, and parents should be involved in designing the



FLORIDA CONGRESS OF PARENTS AND TEACHERS

April 7, 1997

Chairman Reed Hundt and Commissioners
c/o Federal Communications Commission
1919 M STREET N.W. Rm 222
WASHINGTON DC 20554

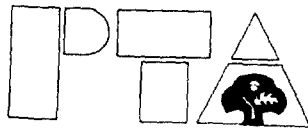
Dear Chairman Hundt and Commissioners:
Re: CS Docket No 97-55, FCC 97-34

I am a member of the Dade County Council PTA, and I would like to inform you of our position against the proposed V-CHIP Rating system as presented by Mr. Jack Valentini and the TV Rating Implementation Group in January 1997. This system does not provide parents with sufficient information by which to guide their children's television viewing. Parents want to make informed choices for their children based on specific, content based TV Rating.

I support a system based on content and request the FCC not to approve the rating system as proposed by the television industry. Furthermore; the ratings system must be research based to see if it meets the needs of parents.

I thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,
Charles Seales
2335-2 W 69th
Hialeah FL 33010



FLORIDA CONGRESS OF PARENTS AND TEACHERS

4-7-97

Dear Chairman Hendt & Commissioners,

RE: CS Docket No. 97-55, FCC 97-34

On behalf of my local (Crown Point Elementary), county (Duval County), & state (Florida) PTA's, I would like to express my concerns regarding the proposed V-chip rating system as presented by Mr. Jack Valenti and the TV rating implementation Group in January 1997. The system does not provide parents with sufficient information by which to guide their children's system viewing. Parents need more information on the specific content of TV ^{programs}. Parents need content information regarding violence, language & sexual content in particular. This is of vital importance. It is also in the best interest of an industry that may wish to avoid calls for further censorship. Parents need information so that they may make informed choices & decisions. I support a system based on content and request The FCC not to approve the rating system as proposed by the television industry. Furthermore, I urge you to seek a system that will clearly designate program content, be more visible, and will appear more frequently during the course of the program.

I thank you for this opportunity to comment on an issue so important to children & families. Please remember the best interests of our nation's children when considering your position on the proposed rating system.

Sincerely,

Marcia Francis

CS 97-55

1916 S.E. Image Road
Vancouver, WA 98664
Saturday, April 5, 1997

Chairman Reed Hundt
FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

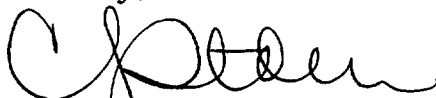
Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system that was recently presented on January 17, 1997. The rating system on the television screen doesn't provide enough information so that parents can make the best decisions about what is appropriate for their children to watch. I would like to make choices for my children based on content information about the program, not what the television industry interprets to be appropriate for various age levels. If there is no content description on the screen and publicized in the television schedule periodical, the whole rating system is useless.

I ask that the FCC not approve the industry's rating system as presented or any other that does not include content information about programs such as violence, sexual depiction and nudity and foul language. I also request that the rating system appear more often than just at the beginning of a program. Perhaps it could also be something parents can hear. It is of upmost importance that the rating be published along with the listing in the T.V. guides and newspapers as well.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Carol Stoler
RE: CS Docket No. 97-55, FCC 97-34

April 4, 1997

Chairman Reed Hundt and FCC Commissioners
c/O Federal Communications Commission
1919 M Street, Room 222
Washington, DC 20554

Dear chairman Hundt and Commissioners:

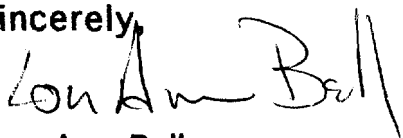
RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the JB Little Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. This rating symbol DOES NOT provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children.. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program.

I would like to request that the FCC not approve the industry's rating system. The FCC should not accept any rating system that does not include content information about program such as V (for violence) S (for sexual depiction and nudity) and L (for language) - this is the type of information parents need.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in cursive script that reads "Lou Ann Bell".

Lou Ann Bell
4208 Pleasant Oaks Court
Arlington, TX 76016

cc: Joan Dykstra, National PTA President
Lindy Baty, JB Little PTA President



1950 Monroe Blvd., Ogden, Utah 84401-0619
(801) 625-8700; TDD (801) 625-8798

Superintendent
Michael F. Paskewicz

Business Administrator
Larry L. Tesch

April 7, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC97-34

I am writing on behalf of the National PTA and the Ogden Region PTA to voice my opposition to the v-chip rating system as presented by Jack Valent, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *US News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1966. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Michael F. Paskewicz
Superintendent

Affirmative Action / Equal Opportunity / ADA Employer

Board of Education

Debbie Hansen • Sharon Knapp • Debbie Samples • Dee Wilcox • Lynn J. Wood

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

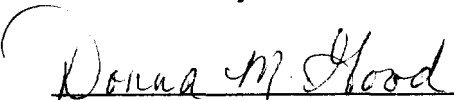
We are writing on behalf of the National PTA and the Third Ward PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

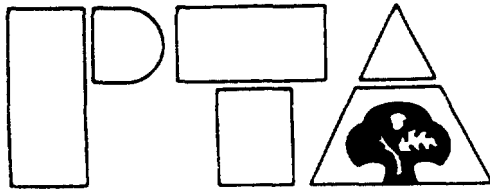
The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Clearfield, Pennsylvania



Jefferson County Council of Parents and Teachers

April 4, 1997

Chairman Reed Hundt and FCC Commissioners
% Federal Communications Commission
1919 M Street N.W. Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

The Jefferson Council of PTAs has requested me to write you concerning CS Docket No. 97-55, FCC 97-34. Our Council is made up of over 50 local units representing 14,000 members. As the March general meeting of our organization, information was provided to our membership on the effect of the media on children and youth and the current TV rating system. We agree with the positions of the National PTA and request that the FCC adopt a content based rating system rather than the age based rating system which was proposed by Janck Valenti, Chair of the TV Rating Implementation Group this past January.

We urge you to support our position by supporting a content based rating system and by encouraging the television industry to be responsible for providing more quality family programming that instills good character and proper ethics in our youth and society.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads 'Montez Gross'.

Montez Gross, President
Jefferson County Council of PTAs

cc: Joan Dysktra, President, National PTA
Mike Black, President, Alabama PTA
Beth Powell, Executive Director, AL PTA
Lt. Governor of Alabama, Don Siegelman

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

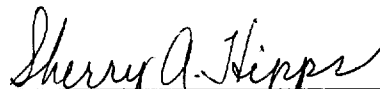
We are writing on behalf of the National PTA and the Third Ward PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Clearfield, Pennsylvania

Charles and Betty Peters
5174 Scrivener Dr.
Memphis, TN 38134

April 7, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners :

RE: CS Docket No. 97-55, FCC 97-34

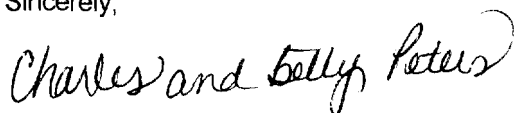
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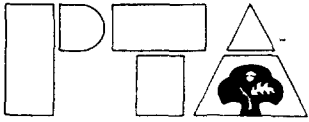
- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such ass V, S and L..
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and the in include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Than k you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Charles and Betty Peters



FLORIDA CONGRESS OF PARENTS AND TEACHERS

Nancy N. Moody
941 48th Avenue
Vero Beach, Florida 32966

April 5, 1997

Chairman Reed Hundt and Commissioners
C/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

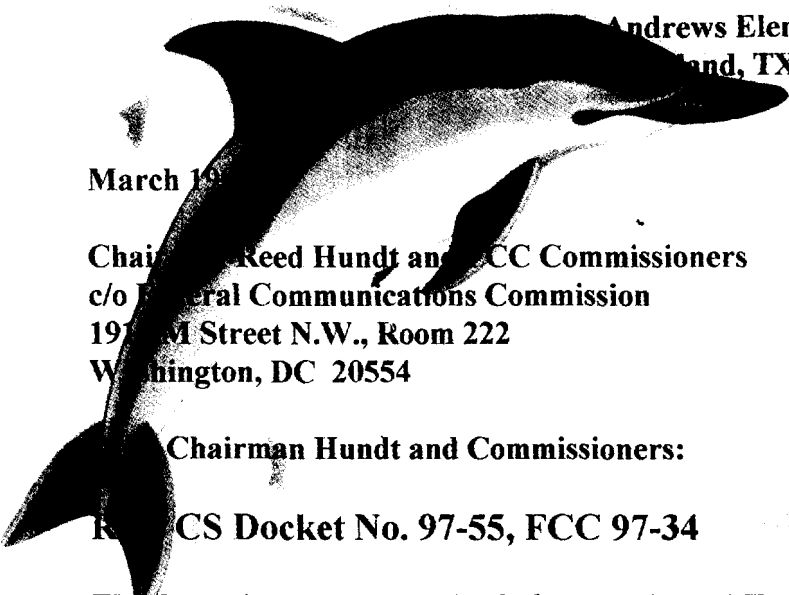
On behalf of Indian River County PTA, I am writing to let you know of my concerns regarding the proposed V-Chip rating system as presented by Mr. Jack Valenti and the TV Rating Implementation Group in January 1997.

My concern is that parents ^{will} have insufficient information with this proposed system. Parents need more information based on specific content of TV programs - violence, sex, language. Parents need the extra information and appropriate motivation to help their children switch channels as needed.

The rating icon on the screen should be more visible. The rating icon on the screen should appear more frequently during the course of the program. The rating icon should be larger. It is so important to alert parents so that they can be more vigilant in this very important aspect of their child's life.

Thank you.

Sincerely,
Nancy Moody



Andrews Elementary P.T.A.
Portland, TX. 78374

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
191 M Street N.W., Room 222
Washington, DC 20554

Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

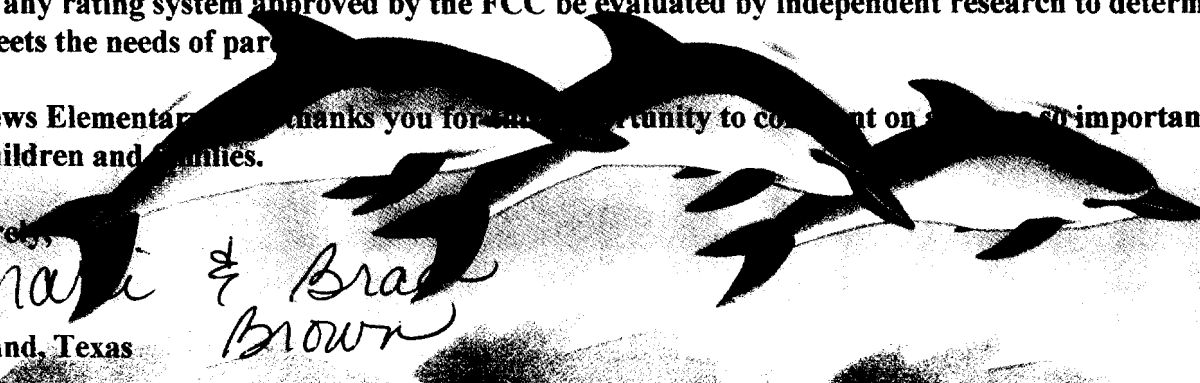
The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- *That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- *That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- *That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- *That the rating board be independent of the industry and the FCC and that it include parents; and
- *That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on a matter so important to our children and families.

Sincerely,

Sharon & Brad Brown
Portland, Texas



April 2, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Henderson Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1997. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Deanne Scheneman
Henderson Elementary PTA President
Clark, NV